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VIGNETTES

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The Agricultural Trade and Marketing Information Center Newsletter

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Food and Agricultural Product Export Services of USDA's Foreign Agricultural Service

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Trade Assistance and Promotion Office
AgExport Services Division, Foreign Agricultural Service

TAPO: A First Point of Contact for U.S. Food Exporters

- Where are the best export markets for U.S. beer?
- How can I get a list of U.S. suppliers of organic lentils?
- Who are the major buyers and distributors of U.S. seafood in Hong Kong?
- How can I best market my food products in the United Kingdom?
- What are the Chinese labelling requirements for retail food products?
- How can I contact the U.S. Agricultural Trade Office in Dubai?
- What is the Taiwan import duty on hot sauce?

These are but a sampling of the questions asked by U.S. exporters who call the Trade Assistance and Promotion Office (TAPO) of USDA's Foreign Agricultural Service (FAS). TAPO is the first point of contact for new-to-market exporters looking for market information supplied by FAS's overseas and domestic offices.

TAPO marketing specialists offer general export counseling and steer U.S. exporters in the right direction to get their export endeavors off the ground — whether it be phytosanitary requirements for fruit exports from the Animal and Health Inspection Service (APHIS), foreign labelling and food additive laws from the Office of Food Safety and Technical Services (OFSTS) or seafood export certificates from the National Oceanic and Atmospheric Administration (NOAA).

Food Market Reports from over sixty foreign export destinations are available through TAPO. These annual reports provide timely information on the local food retail sector and best U.S. food product export prospects in individual foreign markets. Commodity-specific Market Briefs provide a detailed overview of the export market for a given food product by country or region.

Trade Assistant and Promotion Office (TAPO)
USDA/FAS/AGX
Ag Box 1052
Washington, DC 20250-1052
Phone: (202) 720-7420
Fax: (202) 690-4374

AgExport Connections: Linking Foreign Buyers with U.S. Exporters

New-to-market U.S. food and agricultural product exporters can take advantage of several well-established marketing assistance tools provided through AgExport Connections.

Trade Leads. Through this service, overseas inquiries for U.S. products are sent daily to USDA in Washington, D.C. from over 85 offices of the Foreign Agricultural Service located worldwide. Approximately 4,000 trade leads are distributed to interested U.S. suppliers each year.

See Export, page 2

Export, continued from p. 1

Buyer Alert. This bi-weekly newsletter, distributed by USDA's overseas offices, introduces U.S. food, farm and forest products to foreign buyers around the world. Buyer Alert helps U.S. exporters reach more than 15,000 importers in nearly 60 countries. Each announcement in the newsletter provides a product description, offer terms, and information about your company. Buyer Alert is widely distributed overseas and is translated into several foreign languages.

Foreign Buyer Lists. AgExport Connections maintains a database which contains information on more than 15,000 foreign buyers of food, farm and forest products in nearly 70 countries. Foreign Buyer Lists provide important details on each firm such as contact person, address, telephone, fax, and type of products imported.

U.S. Supplier Lists. Information is available on nearly 5,000 U.S. exporters of food, farm and forest products. These lists are popular with foreign buyers and U.S. brokers/agents alike who are looking for sources of U.S. products.

AgExport Connections
USDA/FAS/AGX
Ag Box 1052
Washington, DC 20250-1052
Phone: (202) 690-3416 (Trade Leads/Foreign
Buyer Lists); (202) 690-3421 (Buyer Alert/U.S.
Supplier Lists); Fax: (202) 690-4374

Trade Shows: A Window to the World

International trade shows and exhibitions for food and agricultural products provide a cost-effective venue for U.S. exporters to personally meet foreign buyers and consumers, establish new contacts, test a new product or market, and assess the competition.

The Foreign Agricultural Service's Trade Show Office organizes U.S. pavilions at major international food and beverage shows. Services include providing U.S. exhibitors with a booth, advance publicity, product shipment, and assistance with customs clearance.

Trade Show Office
USDA/FAS/AGX
Ag Box 1052
Washington, DC 20250-1052
Phone: (202) 690-1182
Fax: (202) 690-4374

Outreach: Spreading the Export Message

The AgExport Services Division coordinates the domestic outreach efforts of the Foreign Agricultural Service. Agricultural attaches, marketing specialists and economists are frequently asked to speak to groups of exporters, farmers and educators on the benefits of U.S. food and agricultural product exports to the U.S. economy.

Outreach Coordinator
USDA/FAS/AGX
Ag Box 1052
Washington, DC 20250-1052
Phone: (202) 720-7418
Fax: (202) 690-4374

Where Can I Get More Information?

Call for a free AgExport Action Kit to find out how you can take advantage of the export services available from the the Foreign Agricultural Service. The kit includes order forms for AgExport Connections services, the current trade show calendar, and an issue of *AgExporter Magazine* devoted to "Answers to Exporters Most Common Questions."

AgExport Action Kit
Phone: (202)-720-7103
Fax: (202) 690-4374

Visit the FAS Home Page on the Internet!

The FAS Home Page provides exporters, producers, processors, researchers, trade organizations, financial institutions, and other interested individuals and groups with access to facts, figures, analysis, and activities of agricultural trade — around the clock and around the world.

Check out this site for information on USDA export programs and services, trade leads, international trade shows, trade policy, trade data and analysis, foreign market research, international technical and food aid, upcoming events, search options, what's new, news releases and program announcements, and publications. It's time to get online!

FAS Online: <http://www.fas.usda.gov>

Send your e-mail comments and suggestions to FAS at: fasinfo@fas.usda.gov.

Items of Interest

Export Outreach Office Opens in Des Moines, Iowa.

The Export Outreach Office assists Midwestern farmers, and small and medium-sized businesses in agricultural exporting activities. The program was developed by USDA, Foreign Agricultural Service in conjunction with USDA, Farm Service Agency.

For more information about the Export Outreach Office services contact Scott Bleggi, tel: 515-254-1540, ext. 653; FAX: 515-254-1573.

IAC InSite.

Information Access Company announces IAC InSite a new information service on the World Wide Web. The service consists of five databases: Business InSite; Market InSite; Computer InSite; Newsletter InSite; and Consumer InSite. The databases are offered individually on an annual subscription basis. You may visit the Web site at <http://iac-insite.com>, or contact Maxine Taymore, tel: 1-800-419-0313, 617-441-2341; FAX: 617-441-2350.

Internet Access for International Business, Economics, Marketing and Trade Information.

For information on Internet Access to Agribusiness Associations, see the separate attachment to this *Vignettes* issue.

- Brazilian Embassy, Home Page, Washington, DC.
Links to sites on business, investment, news, economy; includes a Brazilian government directory.
URL: <http://www.brasil.emb.nw.dc.us>
- Business & Information Technology in India.
Has extensive links to sites on doing business in India.
URL: <http://www.brint.com/INDIA.htm>
- Clarence Business Directory: 1001 Business Links.
Links to business sites, newspapers and magazines with particularly good links for Asia.
URL: <http://www.clarence.com.au/clarent/buslinks.htm>
- European Business Centre.
A multilingual directory site, offering a guide to web sites in German, English, Spanish, French, Italian, Netherlands/Flemish, Portuguese, and Scandinavian. In addition there is a page listing of Eastern European web sites.
URL: <http://www.euromktg.com/eurobus.html>
- El Financiero International Edition - The Weekly Business of Mexico.
A new English language web site, premier source for Mexican marketplace news. Some of the information is available only to subscribers.
URL: <http://www.financiero.com>
- 1st Singapore Industrial Directory: The Green Book.
Covers over 100,000 product & service listings; 28,000 trade name listings; and 50,000 company profile listings.

See Items, page 4

Items, continued from page 3

- Provides free trade inquiry service.
URL: <http://sidgreenbook.com>
- The Indian Economy Overview.
MediaWeb presents The Indian Economy Overview, an information resource of interest to economic and financial observers.
URL: <http://www.m-web.com/>
 - International Business and Technology Information.
Extensive links on international trade-India.
URL: <http://www.brint.com/International.htm>
 - International Trade Desk.
Provides sources of mostly free government information covering trade leads and financing sources for the benefit of small-medium-sized business.
URL: <http://users.aol.com/tradedesk/trade.html>
 - Journal of Extension.
Professional journal for Cooperative Extension Service, a good resource.
URL: <http://joe.org/joe/>
 - LookupUSA.
This Web site includes three information services that let users locate addresses, telephone numbers, and credit rating scores for businesses. The three are, ABI's American Directory Assistance; American Yellow Pages; and American Business Credit. For more information contact ABI, Omaha, NE, tel: 402-593-4500.
URL: <http://www.abii.com>
 - Nigeria on the Net.
Includes business news.
URL: <http://www.Nigeria.com/>
 - Serra International's Import-Export Directory.
A directory of international trade, transportation, travel, and weather resources.
URL: <http://www.concnetric.net/~serranyc/>
 - Singapore Business Times Online.
Business news from Singapore.
URL: <http://www.sph.com.sg:80/biztimes/>
or use the USA Mirror Site, <http://biztimes.asia1.com/>
 - The Small Business Advocate.
A weekly publication that features practical, common sense ideas for men and women who are expanding their businesses.
URL: <http://www.aristotle.net/advocate>
 - Trade Point USA.
The Price Waterhouse "Doing Business Guides" provide country specific information, including evaluations of trade and investment climates. For additional information access Price Waterhouse's Internet site:
<http://www.pw.com>.
URL: <http://www.i-trade.com:8089/>

Publications

Books/Directories/Guides

- *Attaining Global Food Security by 2025*. Washington, DC: The International Policy Council on Agriculture, Food and Trade, November 1996. Cost: \$20.00.

Available from: IPC, Ste 100, 1616 P St. NW, Washington, DC 20036. Tel: 202-328-5056; FAX: 202-328-5133.

- *Major Companies of Asia, 1997*. James, S., editor. London, UK: Graham & Whiteside, Ltd., December 1996. 500pp. Cost: \$395.00
- *Major Food & Drink Companies of Europe, 1996-97*. Blackburn, S., editor. London, UK: Graham & Whiteside, Ltd., November 1996. 350pp. Cost: \$395.00
- *Major Food & Drink Companies of the Far East & Australasia, 1996-97*. Carr, J., editor. London, UK: Graham & Whiteside, Ltd., November 1996. 280pp. Cost: \$395.00

For ordering information on the three directories above on major companies of Asia, food and drink companies of Europe, Far East, and Australasia, contact: European Business Publications, Inc., P.O. Box 891, Darien, CT 06820. Tel: 203-656-2701 (for credit card orders); FAX: 203-655-8332

- *Foreign Representatives in the U.S., Yellow Book*. New York, NY: Leadership Directories, Inc.

Coverage: Who's who in the U.S. offices of foreign corporations, foreign nations, the foreign press, and international organizations. Semiannual. Cost: \$181.00.

Order from: Leadership Directories, Inc., 104 Fifth Ave., 2nd Floor, New York, NY 10011. Tel: 212-627-4140; FAX: 212-645-0931.

- *Hoover's Handbook of World Business 1995-1996*. Publisher: Austin, TX: The Reference Press, Inc., 3rd ed., 1996. 608pp. Cost: \$37.95.

Coverage: Profiles of major European, Asian, Latin American, and Canadian Companies.

- *Importers Manual USA, 1995-96*. Austin, TX: The Reference Press, Inc., 1995. 865pp. Cost: \$86.95.

Coverage: A single source encyclopedia for importing anything to the U.S.; U.S. customs entry and clearance, international banking, letters of credit, and foreign exchange; international law, contracts, and conflict resolution; packing, shipping, and insurance.

For ordering information on the Reference Press publications listed above, contact: The Reference Press, Inc., P.O. Box 140375, Austin, TX 78714-0375. Tel: 800-486-8666; FAX: 512-454-9401.

- *1997 Country Commercial Guides for Czech Republic, Hungary, Poland, and Romania* are available on Central and Eastern Europe Business Information Center (CEEBC) CEEBICNet: <http://www.iep.doc.gov> and CEEBICFlash: 1-800-USA-TRADE. For a mailed copy of a country commercial guide, specify country and FAX your address to 202-482-4473.

- *Private Sector Development in Low-Income Countries*. Washington, DC: The World Bank, 1996. 208pp. Cost: \$14.95.

Order from: World Bank, Box 7247-8619, Philadelphia, PA 19170-8619, tel: 202-473-1155.

- *South Africa: A Market Profile*. Field, Graham. Plymouth, UK: Euromoney Books, 1996. Cost: \$170.00.

Order from: Euromoney Books, Plymbridge Distributors Ltd., Estover, Plymouth, PL6 7PZ, UK. FAX: +44(1752) 202333.

- *Trends in Developing Economies 1996*. Washington, DC: The World Bank, 1996. 590pp. Cost: \$35.95.

Coverage: Profiles recent economic trends in the World Bank's 117 borrowing members.

Order from: World Bank, Box 7247-8919, Philadelphia, PA 19170-8619, tel: 202-473-1155.

See Publications, page 6

Publications, continued from p. 5

Reports

U.S. Department of Agriculture (USDA)

Agricultural Research Service (ARS), National Agricultural Library (NAL), Beltsville, MD.

- “Herbs and Herb Gardening: An Annotated Bibliography and Resource Guide,” *Special Reference Briefs* (SRB 96-06). DeMuth, Suzanne. Beltsville, MD: Alternative Farming Systems Information Center, NAL/ARS/USDA. August 1996. 94pp. Free publication.
- “Organic Production: Recent Publications and Current Information Sources,” *Special Reference Briefs* (SRB 96-07). Gold, Mary V. Beltsville, MD: Alternative Farming Systems Information Center, NAL/ARS/USDA. September 1996. 30pp. Free publication.

Both SRB's listed above are available from the Alternative Farming Systems Information Center, NAL/ARS/USDA, Room 304, 10301 Baltimore Ave., Beltsville, MD 20705-2351. Please include a self-addressed gummed label when requesting the two publications.

U.S. General Accounting Office (GAO)

For ordering information and cost of publications contact: U.S. General Accounting Office, P.O. Box 6015, Gaithersburg, MD 20884-6015. Tel: 202-512-6000; FAX: 301-258-4066; TDD 301-413-0006.

- *International Relations. Food Security in Africa.* Washington DC: National Security and International Affairs Division, GAO, July 31, 1996. 20pp. Report No. GAO/T-NSIAD-96-217.
- *International Trade. Challenges and Opportunities for U.S. Businesses in China.* Washington, DC: National Security and International Affairs Division, GAO, July 29, 1996. 11pp. Report No. GAO/T-NSIAD-96-214.
- *Textile Trade. Operations of the Committee for the Implementation of Textile Agreements.* Washington, DC: National Security and International Affairs Division, GAO, September 1996. 111pp. Report No. GAO/NSIAD-96-186.
- *U.S. Export Assistance Centers. Customer Service Enhanced, but Potential to Improve Operations Ex-*

ists. Washington, DC: National Security and International Affairs Division, GAO, July 25, 1996. 11pp. Report No. GAO/T-NSIAD-96-213.

World Bank

For ordering information contact, World Bank, Box 7247-8619, Philadelphia, PA 19170-8619, tel: 202-473-1155.

- *Global Economics Prospects and the Developing Countries.* Washington, DC: World Bank, 1995. Cost: \$12.95.
- *Medicinal Plants: An Expanding Role in Development.* Srivastava, Jitendra, et al. Washington, DC: World Bank, [World Bank Technical Paper Ser., vol. no. 320], 1996. 32pp. Cost: \$7.95.

Magazine

- *Business Times.* Features articles on doing business in India and the Asia-Pacific Region. Published quarterly. Washington, DC: U.S.-India Enterprises, Inc. Cost: \$75.00 per year. For subscription information contact: Hamukh Shah, Publisher and Editor-in-Chief, U.S.-India Enterprises, Inc., P.O. Box 33364, Farragut Station, Washington, DC 20033, tel: 301-572-6067.

Newsletter

- *Agri-Trade Forum.* Quarterly newsletter. Published by the International Policy Council on Agriculture, Food and Trade. Subscription cost: \$20.00 per year. For subscription information call, tel: 202-328-5056; FAX: 202-328-5133.

Articles of Interest

- “French Organics Market Awaits Development.” Gauthier, Roselyne. *AgExporter*, VIII(6):17-19, August-September 1996. Includes listing of certified French producers/importers.
- “German Importers Are Key Contacts for U.S. Food Sales.” *AgExporter*, VIII(6):31-34, August-September 1996. Includes required labeling information and contacts for export certification.
- “U.S. Beer Competes with Japanese Brew on Taiwan.” Perng, Chiou Mey. *AgExporter*, VIII(6):24-26, August-September 1996

See Publications, page 7

Publications, continued from page 6

- "Where's the Venison and Ostrich and Bison?" Ali, Richard. *AgExporter*, VIII(6):27-30. Includes listing of U.K. exotic meat importers; supermarket contacts; and addresses and phone numbers for U.K. and U.S. official information sources for importing exotic meats into the U.K.

The *AgExporter Magazine* is published by the Foreign Agricultural Service, U.S. Department of Agriculture, Washington, DC.

Order from: National Technical Information Service, Subscription Section, Springfield, VA 22161. Tel: 703-487-4630; TDD: 703-487-4639. Price: \$51.00 domestic; \$59.00 foreign.

ATMIC on the WWW

<http://www.nal.usda.gov/atmic.html>

NAL's Agricultural Trade and Marketing Information Center (ATMIC) offers electronic access to its resources and publications via our WWW Home Page. We also include links to other marketing- and trade-related sites, publications, resource lists, and newsletters

Send suggestions for links to ATMIC, Home Page Links, USDA/ARS/NAL, 5th Floor, 10301 Baltimore Ave., Beltsville, MD 20705-2351, or e-mail: mlassany@nal.usda.gov.

Conferences/Meetings/Trade Shows

Trade Shows

International Food and Beverage Shows and Sales Missions are sponsored by the USDA's Foreign Agricultural Service. For additional information please contact: USDA Trade Show Office, Foreign Agricultural Service, AgBox 1052, Washington, DC 20250-1052. Tel: 202-690-1182; FAX: 202-690-4374; and/or the contact listed under a specific trade show.

1997

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|---------------|--|
| February 9-13 | IFE'97 - International Food Exhibition, Earls Court Exhibition Center, London, U.K. Contact: Stephen Powell or Alison Hunter, Montgomery Exhibitions Ltd., London. Tel: 011-44-171-486-1951; FAX: 011-44-171-486-8773. |
| March 11-17 | FOODEX Japan'97 , Nippon Convention Center, Makuhari Messe, Tokyo, Japan. Contact: The Secretariat of FOODEX Japan, Japan Management Association, 3-1-22 Shiba-koen, Minato-ku, Tokyo 105, Japan. Tel: +81-3-3434-0093; FAX: +81-3-3434-8076. |
| May 14-16 | Food Ingredients Asia, Singapore . Contact: Mr. Martin Patterson, American Embassy, 541 Orchard Road, 08-03, Liat Towers, Singapore 0923. Tel: 011-65-737-1233; FAX: 011-65-732-8307. |
| May 27-29 | IFIA Japan '97 - International Food Ingredients and Additives Exhibition and Conference , Tokyo, Japan. Contact: E.J. Krause & Associates, Inc., Mary Cuzzucoli, International Marketing Manager, 7315 Wisconsin Ave., Ste. 450 North, Bethesda, MD 20814. Tel: 301-986-7800; FAX: 301-986-4538. E-mail: industrial@ejkrause.com . |
| June 2-6 | World Food '97 (American Foods Pavillion), Moscow, Russia. For more information call: 202-690-1182. |
| June 14-17 | Taipei International Food Industry Show (American Foods Pavillion), Taipei, Taiwan. For more information call: 202-690-1182. |

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Other Trade Shows/Conferences/Meetings

1997

- February 22-23 **United Fresh Fruit & Vegetable Association**, Annual Conference, Orlando, FL. Contact: Tel&FAX: 703-836-7745.
- March 1-4 **Snack Food Association (SFA)**, Annual SNAXPO-Conference/Exhibits, Orlando, FL. Contact: Tel: 703-836-4500; FAX: 703-836-8262; TF: 800-628-1334.
- March 10-13 **Grain Elevator and Processing Society International Technical Conference and Exposition**, New Orleans, LA. Contact: Tel: 612-339-4625; FAX: 612-339-4644.
- May 18-22 **American Spice Trade Association**, Annual Convention, Scottsdale, AZ. Contact: Tel: 201-568-2163; FAX: 201-568-7318.
- May 19-22 **International Fertilizer Industry Association (IFA)**, Annual Conference, Beijing, China. Contact: 011-33-1-42252707; FAX: 011-33-1-42252408; or the Fertilizer Institute, Washington, DC. Tel: 202-675-8250; FAX: 202-544-8123.

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D.C. Reference Center
NAL, ARS, USDA
Washington, DC

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To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, D.C. 20250, or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.